

SERVICE QUALITY EXPECTATION AND PERCEPTION TOWARDS UNIVERSITI UTARA MALAYSIA

Disertasi ini diserahkan kepada Sekolah Siswazah
sebagai memenuhi sebahagian daripada syarat pengijazahan
Sarjana Pentadbiran Perniagaan (MBA)

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KEBENARAN MERUJUK TESIS

Tesis ini diserahkan sebagai memenuhi sebahagian daripada syarat pengijazahan Sarjana Pentadbiran Perniagaan (MBA), Universiti Utara Malaysia. Saya bersetuju membenarkan pihak Perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Sebarang bentuk salinan sama ada sebahagian atau keseluruhan tesis ini untuk tujuan akademik adalah dibenarkan dengan syarat mendapat kebenaran penyelia tesis atau Dekan Sekolah Siswazah. Sebarang bentuk salinan dan cetakan sama ada sebahagian atau keseluruhan tesis untuk tujuan komersil dan keuntungan adalah dilarang sama sekali kecuali mendapat kebenaran bertulis daripada penyelidik. Sebarang pernyataan rujukan kepada penulis dan Universiti Utara Malaysia hendaklah dinyatakan jika sebarang bentuk rujukan dibuat ke atas tesis ini.

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ABSTRAK

Kajian ini adalah berdasar kepada model SERVQUAL Parasuraman, Zeithaml dan Berry (1985,1988). Fungsi utamanya adalah untuk mengukur lompang di antara jangkaan dan persepsi dan juga kepuasan pelajar terhadap kemudahan di universiti. Kajian ini mendapati bahawa pelajar menyuarakan ketidakpuasan mereka terhadap kelima-lima dimensi SERVQUAL (ketara, reliabiliti, tindakbalas, jaminan dan empati) di universiti. Terdapat juga ketidakpuasan pelajar terhadap kemudahan-kemudahan sedia ada di universiti (Pasaraya di Mall UUM, servis bus oleh UUM, telefon awam dan perkhidmatan bus tempatan). Hasil kajian ini memainkan peranan yang penting sebagai refleksi kepada universiti. Daripada keputusan yang diperolehi, universiti dapat membuat anjakan paradigma terhadap kelima-lima entiti yang lemah (ketara, reliabiliti, tindakbalas, jaminan dan empati) ke arah pencapaian kepuasan tertinggi para pelajar. Kepuasan terhadap servis kualiti universiti akan meningkatkan imej universiti dan menaikkan taraf universiti ini sebagai pilihan pertama untuk belajar. Kajian ini menunjukkan bahawa perolehan ISO 9002 1994 oleh sesuatu organisasi tidak bererti telah mencapai kepuasan pelanggan terhadap kelima-lima dimensi SERVQUAL.

Service Quality Expectation And Perception Towards Universiti Utara Malaysia

ABSTRACT

This study was based on the SERVQUAL Model of Parasuraman, Zeithaml and Berry (1985,1988). Its main intention was to evaluate the gap between the expectation and perception and also the satisfaction of UUM students towards the supportive facilities of the university. The study showed that there was dissatisfaction voiced out by students on the five dimensions of SERVQUAL (tangible, reliability, responsiveness, assurance and empathy} of the university. There is also dissatisfaction towards some of the supportive facilities of the university (Pasaraya at UUM's Mall, the internal UUM bus services, the public telephone and the local buses). The results of the assessment played a crucial role as a reflection for the university. From the findings, university could make some paradigm changes of its weak five entities (tangible, reliability, responsiveness, assurance and empathy} towards the achievement of customers' greatest satisfaction. Satisfaction of the university's service quality will enhance the university's image and will raise this university as their first choice to study. The study showed that the attainment of ISO 9002 1994 by any organization does not mean or reflect that the customer would acquire satisfaction towards the five dimension of the SERVQUAL.

ACKNOWLEDGEMENT

I would like to take this opportunity to convey my sincere appreciation to my supervisor, Dr. Abdullah Haji Abdul Ghani, for his support and guidance that enable the completion of this study. My gratitude also goes to all the respondents for their participations in this survey. My special thanks goes to my family for their unfailing encouragement and belief in me especially my wife for her patience, support and encouragement.

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ABBREVIATIONS

SERVQUAL	Service quality
P - E	Perception minus expectation
UUM	Universiti Utara Malaysia
BBA	Bachelor Business Administration
BHRM	Bachelor Human Resource Management
BIBM	Bachelor International Business Management
ETAN	Expectation towards tangible
ERELIAB	Expectation towards reliability
ERESPON	Expectation towards responsiveness
EASSURAN	Expectation towards assurance
EEMPATY	Expectation towards empathy
PTAN	Perception towards tangible
PRELIAB	Perception towards reliability
PRESPON	Perception towards responsiveness
PASSURAN	Perception towards assurance
PEMPATY	Perception towards empathy
GAPTAN	Gap in tangible dimension
GAPREAL	Gap in reliability dimension
GAPRESP	Gap in responsiveness dimension
GAPASSUR	Gap in assurance dimension
GAPEMP	Gap in empathy dimension

CHAPTER ONE

BACKGROUND OF STUDY AND PROBLEM STATEMENT

1.0 Introduction and background of study

Customer service satisfaction has been used as a model to determine the survival of higher education institution in the market. Nowadays we can see more private higher education institutions are in the market. As such, public higher institution should reformulate its business strategies as an effort to remain competitive in the market. Further more, assessment of the quality of educational services has been an important theme in higher education in the 1980s and 1990s which ranging from the quality and consistency of the curriculum to the frustration of students regarding academic and administrative processes (Ruby, 1998). Satisfaction of students towards the support services however, might influence student retention and their willingness to recommend the institution to friends (Ruby, 1998). As such, development of reliable method to assess these services is an important issue for survival in the market. One of the reliable model that has been used to measure quality services is the SERVQUAL model by Parasuraman, Zeithaml and Berry that consisted of 22 statements each of which was related to five major dimensions: tangible, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml and Berry, 1985; 1988; 1991). The model was based on the assumption that customers were able to articulate their expectations of the general characteristics and the determinants of service quality and also distinguished these from their perception of actual, current service quality of their provider. The model provided the measurement for the expectation of the services quality and perception of the customers towards their actual perception given by the service provider. Differences between perception and expectation illustrated the gaps that lack or exceed the satisfaction.

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